



SUSTAINABLE FORESTRY INITIATIVE

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FOR IMMEDIATE RELEASE

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NEW DIRECTOR WILL STRENGTHEN SFI COMMUNITY OUTREACH

WASHINGTON, DC – Barry Graden joined the Sustainable Forestry Initiative® (SFI®) today as Director, Southeast United States Community Outreach – a new position that will build on the program’s community activities to promote and strengthen forest certification throughout the United States, with emphasis on the south.

Graden, who will be located in Greenville, SC, is a registered forester and has worked for AbitibiBowater Inc. for the past 31 years, most recently as Manager, Sustainable Forestry where he was involved with all of North America’s third-party forest certification standards.

“Barry’s exceptional experience means he understands the value of SFI certification at every link of the supply chain – he has managed certified forests and worked directly with customers, government agencies, conservation groups, and forestry and industry associations,” SFI President and CEO Kathy Abusow said today. “He will support the activities of our unique network of community-based SFI Implementation Committees that are so integral to our program, and build on their many accomplishments.”

“I am honored to be part of the SFI program because I know how much SFI and its partners have achieved for forests and communities across North America – and I am confident we can do a lot more,” Graden said. “I look forward to raising awareness so landowners and mills of all sizes can appreciate the many benefits of SFI third-party certification.”

Independent SFI Inc. manages the largest single third-party forest standard in the world – more than 190 million acres/78 million hectares are certified to the SFI 2010-2014 Standard across the United States and Canada. It is the only certification program in North America that reflects local values and interests through 37 SFI Implementation Committees, which play a vital role in promoting training and landowner outreach, maintaining the program’s integrity, and supporting and promoting responsible forestry.

Graden can be reached at Barry.Graden@sfiprogram.org or 864.451.7958.

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About SFI Inc.

SFI Inc. is an independent non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program. Across North America, more than 190 million acres/78 million hectares/ are certified to the SFI forest management standard. SFI chain-of-custody certification tells buyers the percentage of fiber from certified forests, certified sourcing and/or post-consumer recycled content. The SFI program’s unique fiber sourcing requirements promote responsible forest management on all suppliers’ lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.